



# Brand Standards & Packaging Style Guide



The Official Shine of Carcissists™





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# Introduction

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## Brand Position

Black Magic® strives to provide high quality products to dedicated Carcissists who want to protect their vehicle investment and maximize its appearance.

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## Brand Character

Black Magic® is about creating your image, your style, your confidence. Loyal consumers say, “My ride is a reflection of me – I take pride in detailing and protecting my car, and it makes me feel good when others notice and admire my hard work and Black Magic® helps me accomplish this”.

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## Product Attributes

Safe & durable, proof of performance. Superiority.

Deeper, long-lasting shine.

Protection from the elements.

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## Key Messaging

“The Official Shine of Carcissists™” theme is about consumers who are obsessed with the look of their vehicle and using Black Magic® products to achieve that “just left the show room floor” look.

Because when our cars shine. We shine.

From rims to roof, Black Magic® has you covered.

From rims to roof, Black Magic® has a product to bring out the Carcissist in anyone.

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## Target Audience

Black Magic® consumers are skewed male but there are female “Carcissists” too, ages 25-54, who care about the appearance of their vehicle and will work hard to maintain it.

Also known as Image Perfectionists and Expert Hobbyists , they will pay for quality because their vehicles are a reflection of themselves.

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## Style Guide Uses

This style guide is intended to detail the design elements for Black Magic® packaging and print promotional materials as well as outline the packaging system for the brand. The style guide outlines the essential components with respect to the brand identity, label design and corresponding promotional materials.

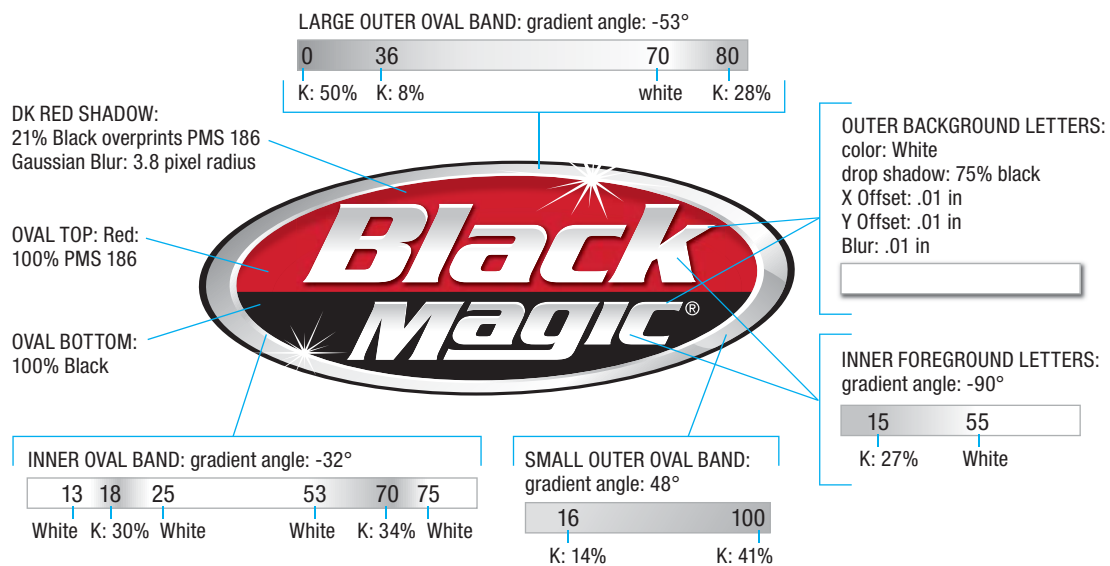
This document is not intended to limit future application, but to channel design efforts in a way which will best serve Black Magic® products, promotional and collateral materials.



# Black Magic® Logo - APPROVED USAGE

## 4 COLOR PROCESS + 1-SPOT COLOR Packaging - used for packaging

For use on packaging when number of plates allows for a 1 spot color logo



## 4 COLOR PROCESS Print promotions - used primarily for print

For use on print promotions -

Differs from the packaging logo above only in the process conversion for the PMS 186 Red to process red as outlined below





# Black Magic® Logo - APPROVED USAGE

## Full-Color Application on Colored Background

The approved Black Magic® logo letters can be placed on solid color or photo image backgrounds



## Simplified Applications

These versions of the Black Magic® identity should be used for special applications such as embroidery and other small promotional pieces.

### 2 Color Applications

WITH SPARKLES



RED: PMS 186

100% Black

WITHOUT SPARKLES



RED: PMS 186

100% Black

### 1 Color Applications

WITH SPARKLES



100% Black

WITHOUT SPARKLES



100% Black

In order to accomplish the objectives of this document, any questions concerning unusual situations not covered should be directed to the Black Magic® brand manager at ITW Global Brands.



## Black Magic® Logo - INCORRECT USAGE

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If you attempt to alter the logo and it does not fall into this list please contact the Black Magic® brand manager at ITW Global Brands for approval before changing.

Do NOT crop the image.



Do NOT change the logo from its prescribed colors.



Do NOT alter proportions of the identity.



Do NOT embellish or distort the identity.



Never render the identity in outline form.



Do NOT screen the identity.



Do NOT rotate or tilt the identity.





# Packaging - DESIGN HIERARCHY AND BEST PRACTICES

## Design Elements

The guidelines listed here apply to all “Traditional” packaging. See Traditional design products pg. 10 for reference samples.

### New! and special claim callouts:

**COLOR:** Preferred treatment-Black text on yellow background: PMS 109 or process equivalent, or approved contrasting color

**FONTS:** *Helvetica family-CONDENSED: bold, bold italic, black, black italic ; Impact Regular: skewed to italicize*

### Black Magic® logo

Logo should be positioned in the top center of front panel and above the product descriptor.

### Product descriptor

#### FONT:

*Impact Regular: skewed to italicize and match descriptor ribbon angle*

#### COLOR:

Descriptor text appearing over the red background rays should be white with drop shadow to match this sample. The descriptor text appearing in ribbon should contrast with ribbon color.

### Guarantee flag (if applicable)

Black text on Yellow background

#### FONTS:

*Impact Regular: Helvetica Neue Condensed:*

*All text should be skewed to italicize and match flag shape.*

### Usage imagery.

Vehicle and component imagery should be placed on package in this general vicinity usually just after the claims text and after the component text if applicable.



### “Intense Shine” tag line (if applicable)

Treat text in similar manner as shown here if possible.

#### FONT:

*Helvetica Neue Condensed:*

### Background rays image

Background rays photo image behind logo uses file named “PH\_Bkgd\_Ribbons\_QuadTone.eps” and is made up of 3 colors: PMS 186, PMS 3015, Black. The center point of rays should be positioned centered behind the Black Magic® Logo.

### Product descriptor text ribbon

Ribbon should be similar in shape as shown in left sample. Gradient color inside shape should have highlights at the left area where the shape curves down and at the right area where the shape curves up for visual dimension. Sparkle at top right of ribbon is optional.

### Claims text

Text should be between 1/3 and 1/2 the height of the main product descriptor text skewed to match descriptor ribbon.

#### FONT:

*Helvetica Neue Black Condensed Oblique*

#### COLOR:

White text with black drop shadow or contrasting color to background behind text if different than sample.

### Components text (if applicable)

#### FONT:

*Helvetica Neue Bold Condensed*

#### COLOR:

Should contrast with background

**KIT INCLUDES:**  
1 Clay Magic® Clay Bar 50g  
1 Black Magic® 2-in-1 Fast Wax 16oz (1 PT) 473 mL  
3 Cellophane Sheets 5” x 4”



# Packaging - TIRES - products

**Black Magic® BM23**  
Tire Wet® 23 oz.



**Black Magic® 22320**  
Tire Wet® 32 oz.



**Black Magic® 22010**  
Tire Wet® 10 oz.



**Black Magic® 800002220**  
Tire Wet® Foam 18 oz.



**Black Magic® 23220**  
Tire Wet® Spray 14.5 oz.



**Black Magic® 120011**  
Tire Wet® Value Refill 64 oz.



**Black Magic® 5072647**  
Tire Wet® Gel 16 oz.



**Black Magic® 120002**  
Tire Wet® Wax 8 oz.



**Black Magic® 120027**  
Bleche Blak® 32 oz.



**Black Magic® 800002224**  
Bleche Wite® 32 oz.



**Black Magic® 800002223**  
Bleche Wite® 64 oz.



**Black Magic® 800002222**  
Bleche Wite® 1 Gallon







## Packaging - WHEELS - products

**Black Magic® 120003**  
Wheel Protectant 8 oz.



**Black Magic® 120004**  
Aluminum Wheel Cleaner 23 oz.



**Black Magic® 120005**  
Chrome Wheel Cleaner 23 oz.



**Black Magic® 120009**  
Foaming All Wheel Cleaner 16 oz.



**Black Magic® 120014**  
Wheel Restoration Kit



**Black Magic® 5072608**  
Ultimate Rims Cleaner 23 oz.



**Black Magic® BM41023**  
No Scrub Wheel Cleaner 23 oz.



## CAR WASHES and WAXES - products

**Black Magic® 120015**  
Easy Shine Clay & Wax Kit



**Black Magic® BM120025**  
2-in-1 Fast Wax Spray 16 oz.



**Black Magic® 5071496**  
Wet Shine Car Wash 64 oz.





## Packaging - PROTECTANTS - products

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**Black Magic® 31723**  
Pro Shine Protectant 23 oz.



**Black Magic® 31700**  
Pro Shine Protectant 16 oz.



**Black Magic® 31000**  
Pro Shine Protectant 10 oz.



## OTHER APPEARANCE - products

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**Black Magic® BM22316**  
2-in-1 Leather Care 16 oz.



**Black Magic® BM22018**  
2-in-1 Engine Shine 20 oz.





# Print Promotions and Web - Best Practices

### Key Messaging:

The Official Shine of Carcissists™  
Because when our cars shine. We shine.  
From rims to roof, Black Magic® has you covered.  
From rims to roof, Black Magic® has a product to bring out the Carcissist in anyone.

### Graphics:

Approved Black Magic® RED (PMS 186 equivalent) and 100% Black must be incorporated into design.

### Product image usage:

Promoted product images should be incorporated into print promotions and web graphics when possible.

### FONTS:

**Headlines:** Font Families: Eurostile / Helvetica / Impact / Gotham

**Body Text:** Font Families: Eurostile / Helvetica / Gotham

### Counter Mats

**NEW!**

**Black Magic**

**Chrome WHEEL CLEANER**

Powerful formula removes oxidation and soil from Chrome Wheels that "All Wheel" cleaners can't.

- Safe to use on all Chrome Wheels
- Cleans to a mirror-like finish

**Aluminum WHEEL CLEANER**

**3-in-1** Specially formulated to clean, polish AND protect Aluminum Wheels.

- Safe for all Aluminum Wheels
- Polishes wheels and provides a show-room shine

The Official Shine of Carcissists™

visit [blackmagicshine.com](http://blackmagicshine.com)

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**Copyright:** Should be included on all POP  
"© / Year / ITW Global Brands.  
All rights reserved."

**Tag Line:** "The Official Shine of Carcissists™"  
Always use this tagline when the leather graphic with embroidered Black Magic® logo image is used.



# Print Promotions and Web - Best Practices

## Danglers

**The #1 Brand in Tire Care Brings You **NEW** Tire Shine Products!**

**TIRE WET SPRAY GEL**

- Exclusive streak-free formula
- High gloss shine lasts 4-6 weeks
- No wiping - just spray & go!

**TIRE WET WAX**

- Most durable shine on the market
- High gloss shine lasts 8-10 weeks
- Scuff defense formula fills small scuffs & cracks
- Easy application with FREE sponge

## Tearpads

**FOR LESS** **Your Choice!**

Buy Black Magic Tire Wet Wax **OR** Black Magic Tire Wet Spray Gel, **Get \$3** back by mail

Mail-in offer begins February 20, 2012 and ends June 3, 2012.

Black Magic: The Official Shine of Carcissists.™

## Advertorials

**Spring Cleaning? Don't forget your car!**

Black Magic detailing products have you covered from rims to roof.

**Buy One Black Magic Product, Get One Free!**

Available at **Walmart** and other major retailers.

## Eblasts

**Detailing your car this weekend?**

Walmart has all the Black Magic Products you need to shine your ride on Rollback!

- Black Magic Car Wash \$4.47
- Black Magic Natural Protectant \$4.47
- Black Magic Tire Wet Trigger \$4.47
- Black Magic Wheel Cleaner \$3.57

## Direct Mail

**From Rims to Roof Black Magic has you covered!**

Black Magic: The Official Shine of Carcissists.™

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**MANUFACTURER'S COUPON EXPIRES 9/30/11**

**SAVE \$1.00 off** Any Black Magic Product

RETAILER: We will reimburse you face value plus the handling on the specified products only. Sufficient proof of purchase of sufficient stocks of coupon merchandise must be shown on request. Coupon must not be assigned, transferred or reproduced. Coupon is void where prohibited, taxed or restricted by law. Coupon is not valid on Black Magic Protection. Cash value 1/100¢. Coupons also required of not submitted through agencies or clearinghouses approved by the printing department of the Department of State, DE, MD, PA, VA, WV, DC, and the District of Columbia. Do not use on products, or otherwise, not authorized for sale. Void if reproduced, altered or expired. Do not transfer. Consumer must pay sales tax.

## Coupons

**Black Magic**

**MANUFACTURER'S COUPON EXPIRES 9/30/11**

**SAVE \$0.75** on Black Magic Pro Shine Protectant Spray

**MANUFACTURER'S COUPON EXPIRES 9/30/11**

**SAVE \$0.75** on Black Magic Hi Scrub Wheel Cleaner Spray

**MANUFACTURER'S COUPON EXPIRES 9/30/11**

**SAVE \$1.00** on Black Magic Aluminum and/or Chrome Cleaner

**MANUFACTURER'S COUPON EXPIRES 9/30/11**

**SAVE \$1.00** on Black Magic Tire Wet Wax

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